

Once Aristocratic--- Now Plebeian

The decadence of some ideals long cherished is quite noticeable, especially in regard to store hours.

We have never overestimated ourselves, and we will NEVER retrograde.

We close tomorrow at 5 o'clock, the same as we always have during the summer months. Any change we make will surely be for the better.

5c cakes of Laundry Soap SIX for 19c

THIS COUPON and 19c for SIX regular 5c cakes of Laundry Soap, including choice of the following:
Lenox, Cincinnati Olean, U. S. Mail, Globe Soda Crystal, Pearl White Floating, etc. Basement.

STORE HOURS: 8:15 A.M. to 5:00 P.M.

"IT PAYS TO DEAL AT GOLDENBERG'S"

SEVENTH AND K "THE DEPENDABLE STORE"

SATURDAY'S LUNCHEON SPECIAL
COMBINATION SALAD, HAM, TONGUE OR CHEESE SANDWICH, ICE TEA AND PIECE OF PASTRY. ALL FOR 20c
Served from 11:30 a.m. to 2:30 p.m.

Long Kimonos 85c

Cool and Comfortable House Garments of fine quality light-weight crepe in pretty "Dolly Varden" patterns on white and light-colored grounds and made with deep yokes, new collar and cuffs of satin in contrasting colors. Specially priced at 85c. Third Floor.

New Organdie Vestees Special Tomorrow, 25c

The smart and becoming neckwear now enjoying such a vogue for summer wear. Of sheer quality organdie with the new roll collar—fashion's latest favorite. Choice of a number of pretty styles, including hemstitched and pique edge effects, others with little tucks and ruffles down front, fastened with tiny buttons. The sale price—25c—is less than you can buy such charming styles for elsewhere.

Wavy Switches \$1.89

Switches of superior quality, wavy human hair, 8 1/2 inches long, and well made. The desirable short-stem kind, in a good assortment of the most called-for shades. Former \$4 and \$5 quality reduced to \$1.89. Hair Goods Section, 1st Floor.

The Biggest Success Ever Known---This Sale of Tuttleman Bros. Entire Stock of Silk and Cotton Waists and Wash Dresses

Reproduced from the News Columns of the Washington Herald, July 16th

\$25,000 LOT OF SUMMER CLOTHES PUT ON SALE

Goldenberg's Grabs Big Stock at Half Price and Establishes Record Sale.

"HARD TIMES" TALES OFFSET

Goldenberg's, 7th and K streets, announces the purchase of the entire surplus stock and season's overproduction of women's wash dresses, silk and linen waists and middy blouses from one of the largest and best known manufacturers in the country—a transaction that represents over \$25,000 worth of merchandise which was obtained on a basis of 40 and 50 cents on the dollar.

This deal is the biggest in quantity and quality of merchandise involved ever known in Washington, and stamps this city as one of the leading retail centers for the distribution of women's apparel. Few cities in the United States could take hold of such a gigantic proposition, and it remained for Goldenberg's to show that the cry of "slow business" and "hard times" have little foundation in truth so far as Washington is concerned. As to the merchandise involved, it is stated by the Goldenberg firm that every dollar's worth of this season's manufacture and every garment is perfect and of the highest quality of workmanship and materials. Every wash frock and waist in the purchase was manufactured to order, and in the entire lot there is not a garment that was made up for sale purposes. In this connection it is pointed out that "salo roods" are made up cheaply and carelessly, whereas "regular stock goods" are made with scrupulous care.

While it is true the quantities of garments involved are of tremendous size, they, in all probability, will be quickly absorbed by the shopping public of Washington. When one considers Washington, with a population of 350,000, half of whom are women, it is estimated that a goodly proportion of the feminine sex will be interested in such an event in the way of savings on smart summer apparel.

The combined circulation of all the Washington newspapers is roughly placed at 175,000 or thereabout, and with the announcement of this huge sale event in them all, it will demonstrate the efficiency and news value of advertising.

Choice is offered of the widest possible range of styles and materials in both wash dresses and waists. Washington women have never seen such a profusion of styles, even at regular prices. Every warm-weather function has been provided for. There are so many different models and designs that everybody can be pleased. Every garment will be sold with the understanding that it may be returned for refund or exchanged if not satisfactory.

In the long line of successful achievements credited to Goldenberg's none has drawn greater crowds or met with a more hearty approval from the shopping public than this great sale event—the distribution of \$25,000 worth of high-class, seasonable merchandise at SAVINGS OF ONE-HALF AND TWO-THIRDS. The record-breaking crowds, the enthusiastic buying, show conclusively the faith of Washington women in Goldenberg's announcements and their real appreciation of the extraordinary value-character of the present offering of women's summer apparel.

The mighty response is not surprising, because in this sale you are offered the opportunity of buying

Brand-New, High Quality, Latest Style Silk Waists, Linen Waists, Cotton Waists and Wash Dresses at 40c and 50c on the Dollar!

The magnitude of the values, the vast assortments of new and charming styles, the amazingly low prices, all combine to make it an occasion of supreme importance to every woman who wants to supply her summer wardrobe with cool, fresh wearing apparel at less than the bare cost of materials and making.

Although the quantities are large, we must caution our friends to make haste and attend this sale, for at the rate the huge piles of garments are melting away the opportunity will be short-lived. Taken all in all, this great trade event is

The Greatest Triumph of Our Entire Career!

Wash Dresses at Half Price and Less!

THE ENTIRE PURCHASE OF TEN THOUSAND DRESSES DIVIDED INTO THREE LOTS.

Lot—One	Lot—Two	Lot—Three
Wash Dresses Worth \$2.50, \$3.00 and \$3.50	Wash Dresses Worth \$4.00, \$4.50 and \$5.00	Wash Dresses Worth \$5.98, \$6.98 and \$8.00
\$1.00	\$1.95	\$2.95

Every new and smart effect finds representation—each garment is full cut, perfect in fit and finish—faultless in every detail.

A vast range of materials and styles to choose from, including all the new weaves of crepe and voile, in plain, striped and figured effects, the smart awning stripes, as well as popular Bulgarian stripes in the choicest combinations, also nub ratines, woven striped voiles and crepes, embroidered ratines, crepes and voiles, imported tissues, sheer lawns, crepe ratines, rice cloth, novelty eponge, hairline striped voiles, zigzag cloth, imported madras and gingham—in fact, every new and approved wash fabric worn this season.

Models include the popular long Russian tunics, with plain or pleated overskirts predominating, as well as scores of other smart designs, including one, two and three tier effects, corkscrew ruffles, draped, peg, pannier, colored and trimmed styles.

All the latest and most approved shades and combinations.

All sizes for misses and small women from 14 to 20 and regular sizes for women from 34 to 46.

Regular \$1.00 & \$1.50 Middy and Balkan Blouses

All Sizes for Girls, Misses and Women.

Choice at **59c**

Unquestionably the greatest Middy Blouse values ever known!

A glance at the styles and materials will quickly convince you of their beauty and charm—the extraordinary savings will suggest the economy of buying several at this low price.

Middy Blouses fashioned of finest quality Galatea and Lonsdale Jean, in a dozen of the most popular models, including the Chinese "Coolie" Blouse, the "Vanitie" Blouse, the "Vernon" Blouse, as well as regulation Middy and Jack Tar styles.

Self-trimmed or prettily piped with red and navy, and with contrasting collars and cuffs.

All sizes for girls, misses and women. Actual \$1.00 and \$1.50 values, for 59c.

Imp. Handkerchief Linen Waists

Values Worth \$2.00, \$2.50 and \$2.98

Offered for **79c**

The prettiest styles imaginable are here for your choosing—dainty tucked waists, with pique collar and cuffs and hemstitched seams, Box-pleated Tucked Waists, back and front with box-pleated yoke and hemstitched organdie collar and cuffs; Plain Tailored Waists with the new "Vanitie" collars; Chic Linen Waists, with pique sailor collar and pique vestee. Twenty styles—each one prettier than the others. Choice of white, mais, flesh, rose, tango, Indian red, navy, copenhagen, reseda, pink and nile. All sizes from 34 to 44 in this wonderful lot of Waists at 79c.

\$2, \$2.50 and \$3 Silk Waists, \$1

There are 6,650 Silk Waists in the lot—crispy fresh and new—every one the embodiment of correct style and high quality. Each waist in a separate box. Great though the quantity, they will not last long.

Materials consist of Fine Quality Heavy Imported Jap Silk, Satin and Self-striped Tub Silks, Colored Striped Habutai Silks, All-over Colored Embroidered Jap Silks and Heavy Flowered Jap Silks.

Over 40 different models to choose from—all showing the little niceties of style and finish found only in high-grade garments.

The Jap Silk Waists in combination with pique and hand-embroidered organdie; vestee of pique and organdie, embroidered organdie collars and cuffs greatly enhance the beauty of many others. All sizes from 34 to 44. Sale price, ONE DOLLAR.



\$1.00 Lingerie Waists & Blouses

Scores of Smart, New Models to Choose From.

Greatest Values Ever Presented at **49c**

Spic-span, Brand-new Waists, fresh out of their boxes—the identical styles and materials that have been selling at one dollar, here at 49c tomorrow.

Materials consist of Sheer French Voiles and Crepes, Satin-stripe Voiles, Colored Embroidery Waists, Flowered Crepes, Batiste, Filmy Lingerie, Self-striped Voiles, Colored Coin-spot Embroidered Waists, Crushed Crepes, Plain and Striped Ratines, Organdie, All-over Embroidery, Rice Cloth and "Dolly Varden" Crepes.

All the new fashionable collar and sleeve effects are shown, as well as jaunty Bolero and Vestee effects. The daintiest trimmings of Cluny, Valenciennes, Shadow, Filet and Venise Laces are used in a great variety of lovely designs.

All sizes from 34 to 44 in the lot. Sale price, 49c.

Crepe de Chine Waists & Blouses

Values Actually Worth \$3.00, \$3.50 and \$3.98 in This Sale at **\$1.45**

Beautiful Crepe de Chine Waists and Blouses in about 15 of the newest and most charming models shown this season—fashioned of heavy quality crepes, showing the unique new sleeve and collar effects; some with organdie vestees with embroidered organdie collars and cuffs. Others with hemstitched yoke back and front; still others daintily trimmed with fine princess laces. In fact, everything about these chic waists and blouses bespeaks the last word as to style correctness.

A complete assortment of wanted colors, including navy blue, copenhagen, mais, mahogany, nile, rose, flesh, tango and gray, as well as plenty of the desirable plain whites. All sizes from 34 to 44. Choice at \$1.45.

Entire Stock of Men's Clothing Now Marked at Drastic Reductions

Beginning tomorrow a new scale of prices goes into effect upon our entire stock of Men's and Young Men's Clothing—a price revision downward to force the selling of every summer suit in the shortest possible time. The values thus created by our policy of closing out all clothing in the season for which it was bought will bring the greatest crowds of thrifty men this clothing department ever held. Be here early tomorrow to secure first choice.

Suits formerly sold at \$10 and \$12 now reduced to \$6.75
Suits formerly sold at \$13.50 and \$15 now reduced to \$8.65
Suits formerly sold at \$16.50 and \$18 now reduced to \$10
Suits formerly sold at \$20 and \$22.50 now reduced to \$13.75
Suits formerly sold at \$25, \$27.50 and \$30 now reduced to \$15.50

The clothing in this sale comprises the production of the best makers, and every garment is perfect in fit, tailoring and finish. Choice offered of a wide range of this season's choicest patterns in every favored material.

All sizes from 32 to 48, including "stouts."



Midsummer Millinery

Fresh, New and Charming Trimmed Hats for Every Occasion at Under-selling Prices

We've arranged a special sale of Midsummer Millinery for Saturday that merits the attention of every woman who seeks new, fresh millinery for city, seashore or country. Smart styles that challenge comparison and stamp the wearer as correctly dressed as far as her hat is concerned—all at prices that cannot be matched elsewhere.

\$3.50 Trimmed Hats \$1.48
New White and Black Satin and Velvet Sailors, simply and prettily trimmed. Unusually smart and becoming.

\$6 Trimmed Hats \$3.50
Beautiful Satin Hats and Hats of satin combined with black velvet, in the newest and most approved shapes. Trimmed with flowers and wings in the most effective ways.

\$8 Maline Hats \$5.98
The Fashionable Maline Hats, with brim of black or white maline and crown of black velvet. Large and medium sizes—the very newest styles for midseason wear.

\$2.50 Satin Hats 98c
Enter the Satin Hat for late summer wear—extremely smart and fashionable. In white and black, with facing of black velvet. New and becoming sailor and side roll shapes.

\$2 White Hemp Hats, 98c
Fine quality White Hemp Hats, in a large assortment of the newest shapes, including all the late popular "Sailors." See the large variety of styles in this line at 98c.

Interesting News for Saturday of the New Girdles and Belts

New Roman Striped Belts, the season's most popular design. Wide silk ribbon girdle, with large bow, in beautiful colorings and combinations. Special at 98c.

Newest Leather Belts, including the Fashionable Bow Belts, White Kid Vestee Belts and Colored Suede Bow Belts. All the most popular kinds. Well made, excellent quality, belts in all sizes. Exceptional values 49c at 98c.

*****GOLDENBERG'S—THE DEPENDABLE STORE*****

Important Mark-Down Sale of Boys' Wash Suits

Clearance of Our Regular Stock of \$2.00, \$2.50 and \$3.00 Garments **\$1.29**

Now comes the final reduction on our stock of Boys' Wash Suits, with unserved choice of garments that have been selling all season at \$2.00, \$2.50 and \$3.00, for \$1.29.

Every good style designed for this season is included in the lot, which consists of sailor blouse, Russian belted, Dutch, Buster, middie and other models, with straight knee and bloomer pants. Fashioned of all sorts of washable materials, in plain white and various serviceable colors. The Colored Wash Suits are guaranteed absolutely fast color.

Sizes 2 1/2 to 8 years. Sale price, \$1.29.

Boys' and Children's Fine Quality Straw Hats, milan split braids, in Tyrolean, boating, English crown and other shapes; black, burnt and white. Suitable for boys from 2 to 8 years of age. Values worth up to \$3.00. Sale price, 85c.

Boys' and Children's Split Straw Hats, in Rah! Rah!, Tyrolean, Soft Brim, Little Jack Horner, Cone, High Crown and other shapes. In brown, blue, black, burnt and white. Sizes 2 1/2 to 10 years. Values worth 29c up to \$1.50. Sale price, 29c.

Boys' Navy Blue Pure Worsted Serge Yoke Norfolk Suits, with full peg-shaped knickerbocker pants. Balkan patch pocket models; some lined with alpaca. Sizes 2 1/2 to 15 years. With each suit a pair of khaki cloth pants free. Total value worth \$6.50. Sale price, \$4.69.

SALE OF PARASOLS

Clearance of Former **\$1.69**

The reduced price we've put on this lot of Parasols is send them out in a hurry tomorrow. They are Fine Quality Taffeta Silk Parasols in solid colors, stripes, checks, figured and bordered effects—newest coaching shapes, also the fashionable bell shapes. Great variety of colors, including green, navy, king's blue, red, cerise, royal, lavender, also black and white effects.

*****GOLDENBERG'S—THE DEPENDABLE STORE*****

Women's Silk-boot HOSIERY

Regular 39c value at 19c

Women who appreciate the advantages of this Silk-boot Hosiery can supply their summer needs tomorrow about one-half the usual cost. Need we point out the wisdom of buying several pairs at this low price?

Pure Silk Boot Seamless Stockings, with double sole, high-applied heel and toe, like garter top. Choice of black and colors.

75c "Dutch Daddy" Play Suits

Reduced to 39c

Take a supply of these practical play suits away with you to the beach, the country or wherever you will spend your vacation, and let the children romp about in them as much as they like!

"Dutch Daddy" Suits for boys from 2 to 7 years of age—the summer garment that will please mothers mightily. Made of blue and tan combinations of wash fabrics, neatly finished and full cut. A real \$5 value for 39c. Third Floor.



*****GOLDENBERG'S—THE DEPENDABLE STORE*****